



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: MERRIMAN, Dwight A. et al  
Appl'n No.: 10/082,069  
Filing Date: 26 February 2002  
For: NETWORK FOR DISTRIBUTION OF  
RE-TARGETED ADVERTISING

Group Art Unit: 3622  
Examiner: Champagne,  
Donald

**Mail Stop AMENDMENT**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 C.F.R. § 1.97 & § 1.98**

Sir:

Under the provisions of 37 C.F.R. § 1.97(b)(3), and in accordance with Applicants' duty of disclosure under 37 C.F.R. § 1.56, Applicants would like to call to the Office's attention the references listed on the attached substitute form PTO-1449 (18 sheets). This filing is intended to replace and supplement the IDS filing of February 26, 2002 in the present application.

Applicants also direct the Office's attention to the following related pending applications, among which the listed references have been cited:

- U.S. Reissue Application No. 09/577,798 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed May 24, 2000, reissue of U.S. Patent No. 5,948,061
- U.S. Application No. 11/250,575 entitled Method and Apparatus for Automatic Placement of Advertising, filed October 17, 2005
- U.S. Application No. 10/254,923 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed on September 26, 2002
- U.S. Application No. 10/798,342 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed on March 12, 2004
- U.S. Application No. 10/798,340 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed on March 12, 2004

- U.S. Application No. 10/798,444 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed on March 12, 2004
- U.S. Application No. 10/937,341 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed on September 10, 2004

It is respectfully requested that the listed references be expressly considered during the prosecution of this application, that the Examiner initial each listed reference to evidence its consideration, and that the references be made of record therein and appear among the "References Cited" section on any patent to issue therefrom.

Pursuant to 37 C.F.R. § 1.98(a)(2)(ii), Applicants have not provided copies of the listed U.S. patents and U.S. patent application publications but will do so if required by the Office.


The filing of this Information Disclosure Statement and the enclosed substitute form PTO-1449 shall not be construed as an admission that the information cited is prior art, or is considered to be material to patentability as defined in 37 C.F.R. § 1.56(b).

As this statement is being filed before the mailing of a first Office action on the merits pursuant to 37 C.F.R. § 1.97(b), no fee is believed due. Nonetheless, the Office is hereby authorized to charge any fees required under 37 C.F.R. § 1.16 or § 1.17 or credit any overpayments to Kenyon & Kenyon LLP's Deposit Account No. 11-0600.

The Examiner is invited to contact the undersigned at 202-220-4200 to discuss any matter regarding this application.

Respectfully submitted,

Dated: August 14, 2006

  
Bradley J. Meier  
(Reg. No. 44,236)

KENYON & KENYON LLP  
1500 K Street, N.W., Suite 700  
Washington, D.C. 20005  
(202) 220 - 4200 (telephone)  
(202) 220 - 4201 (facsimile)

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE  
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 18

### Complete if Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
		4,602,279		FREEMAN	07-22-1986	
		4,703,423		BADO et al.	10-27-1987	
		4,775,935		YOURICK	10-04-1988	
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		5,504,744		ADAMS et al.	04-02-1996	
		5,504,894		FERGUSON et al.	04-02-1996	

Examiner  
Signature

Date  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

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of

18

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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

	5,515,098	CARLES	05-07-1996
	5,515,270	WEINBLATT	05-07-1996
	5,537,542	EILERT et al.	07-16-1996
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Substitute for form 1449A/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(use as many sheets as necessary)</i>				<b>Complete if Known</b>		
Sheet				3	of	18
				Application Number	10/082,069	
				Filing Date	26 February 2002	
				First Named Inventor	MERRIMAN, Dwight A.	
				Group Art Unit	3622	
				Examiner Name	Champagne, Donald	
				Attorney Docket Number	11032-3040	

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Examiner Signature	Date Considered
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Sheet 4 of 18

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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
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Attorney Docket Number	11032-3040

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	2003/0023489	MCGUIRE et al.	01-30-2003

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
		DE	19528911	A1	GOLDSCHIEDER	02-12-1997		
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987		
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		WO	96/36926	A1	MCDONALD et al.	11-21-1996		

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Substitute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 6 of 18

### Complete if Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

	WO	96/38796	A1	MOHR	12-05-1996		
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	WO	98/34189	A1	SALSIBURY et al.	09-06-1998		
	WO	98/57275	A2,A3	KAVAK	12-17-1998		
	WO	98/57285	A1	MESSER et al.	12-17-1998		
	WO	01/65747	A1	ELDERING et al.	09-07-2001		

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<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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			First Named Inventor	MERRIMAN, Dwight A.
			Group Art Unit	3622
			Examiner Name	Champagne, Donald
Sheet	7	of	18	Attorney Docket Number
				11032-3040

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		17625888; Java and Blackbird: extending the Web.....; Seybold Reoport on Publishing Systems; October 23, 1995	
		17497026; Look who's surfing.....; Schurr; PC Week; October 30, 1995	
		17594025; HotWired and Neilsem team to verify usage data; Electronic Marketplace Report; July 4, 1995	
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		CWK19951009S0006; Search-engine advertising; Frook; Communications Week; November 9, 1995	
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		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000; (< <a href="http://www.bountyquest.com/">http://www.bountyquest.com/</a> >; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; ( <a href="http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019">http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019</a> ; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; ( <a href="http://www.bountyquest.com/winner/bschuster.htm">http://www.bountyquest.com/winner/bschuster.htm</a> ; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Prior Art; ( <a href="http://www.bountyquest.com/patentinfo/douclickart.htm">http://www.bountyquest.com/patentinfo/douclickart.htm</a> ; printed on 3/9/01)	
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); ( <a href="http://www.bountyquest.com/images/doubleclickPage9.gif">http://www.bountyquest.com/images/doubleclickPage9.gif</a> ; printed on 3/9/01)	
		Sales Literature posted on Bounty Quest Website titled "What You Get with WWIN; ( <a href="http://bountyquest.com/images/doubleclickGet.gif">http://bountyquest.com/images/doubleclickGet.gif</a> ; printed on 3/9/01)	
		CNET Press Release titled "About CNET; ( <a href="http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html">http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html</a> ; printed on 3/9/01)	

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Sheet

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of

18

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Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

		ADMedium Newsletter linked from Bounty Quest Website; ( <a href="http://uts.cc.utexas.edu/tecas/nl9_2_96.html">http://uts.cc.utexas.edu/tecas/nl9_2_96.html</a> ; printed on 4/4/01)	
		Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss. 2. Available online at <a href="http://internetworld.com">http://internetworld.com</a> . Feb. 1996.	
		Metcalfe, Bob "From the Ether", InfoWorld, v.18 iss.3. Available at <a href="http://infoworld.com">http://infoworld.com</a> , Aug. 1996.	
		NetGravity AdServer 2.0 Announcement. Available at <a href="http://netgravity.com">http://netgravity.com</a> , Oct. 1996.	
		Kohda Yet al: Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pp. 1493-1499.	
		Cashing in: The rush is on to buy and sell on the Internet, Interactive Media & Marketing, Adv. Age, p.11, 12/19/1994.	
		Improved Internet security enabling..., PC Week, v12, n11, p1(2), 3/20/1995.	
		Internet access: Internet marketing revolution..., EDGE Work-Group Computing Report, v7, n316, p2(1), 6/3/1996.	
		"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v11, p43(1), 16 December 1996.	
		"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.	
		Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.	
		Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.	
		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.	
		Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; ( <a href="http://www.zeff.com/learn/zdu/advertising/zinman.html">http://www.zeff.com/learn/zdu/advertising/zinman.html</a> ; printed on 2/7/00)	
		CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; ( <a href="http://home.cnet.com/aboutcnet/0-13613-7-808021.html">http://home.cnet.com/aboutcnet/0-13613-7-808021.html</a> ; printed on 11/26/99)	
		Hypertext Markup Language - 2.0; November 1995 (Draft HTML 2.0 Specification; September 22, 1995)	
		Webster's Third New International Dictionary of the English Language Unabridged, 1967, page 2171 "some"	

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		Filing Date	26 February 2002
		First Named Inventor	MERRIMAN, Dwight A.
		Group Art Unit	3622
		Examiner Name	Champagne, Donald
Sheet 9 of 18	Attorney Docket Number	11032-3040	

		Microsoft Press Computer Dictionary Third Edition, 1997, p. 387 "proxy server"	
		Bill Harvey, The Expanded ARF Model: Bridge to the Accountable Advertising Future, Journal of Advertising Research, March/April 1997, pp. 11-20	
		Cespedes & Smith, Database Marketing: New Rules for Policy and Practice, Sloan Management Review, Summer, 1993, pp. 7-22	
		Preston Gralla, How the Internet Works, August 1999, Millennium Edition, 202-204 and 243-247	
		Miller, B., "GroupLens: An Open Architecture for Collaborative Filtering," ftp://ftp.cs.umn.edu/users/bmiller/prop.ps, Univ. of Minn., pp. 1-18, Oct. 1995	
		Upendra Shardanand, "Social Information Filtering for Music Recommendation" Sep. 1994, pp. 1-93, Massachusetts Institute of Technology, Thesis.	
		"WWW.barnesandnoble.com" ("WWW.firefly.com"), web site pages, 12 pages, printed out on Jan. 21, 1998 (origination date unknown)	
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		Microsoft Press Computer Dictionary Third Edition, 1997, pp. 271 ("junction"), 285 ("link"), 331 ("node")	
		51st IETF - Whois enhancement BOF (whoisfix), August 1, 2001	
		DOUBLECLICK MEASURES BEYOND THE CLICK WITH NEW "SPOTLIGHT" SOFTWARE, September 4, 1996, Doubleclick	
		DOUBLECLICK UNVEILS INTERNET AD TRACKING PRODUCT, September 4, 1996, Reuter Financial Report	
		DOUBLECLICK SHINES ITS SPOTLIGHT, September 5, 1996, Advertising Age - Interactive Daily	
		SPOTLIGHT ON DOUBLECLICK, September 13, 1996, Information & Interactive Services Report	
		TRACKING SERVICES TALLIES AD RESPONSE, ONLINE ORDERS, September 16, 1996, DMNews	
		LURING IN CUSTOMERS VIA WEB ADVERTISING, October 1996, Business Strategies	
		Business Wire (New York, Nov 17, 1998): "i33 Communications Links Personal Finance Sites With Dynamic Investment Research Banners; Quote.com and Maltex Partner Using i33's AdMaximize Technology"	

Examiner Signature		Date Considered	
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Sheet 10 of 18

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Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		DAVID E. ZINMAN (founder of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		RONALD A. KOVAS (CEO of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		LinkMarket; David Zinman et al.; SD005573-SD005574	
		"ONLINE MARKETING:..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585	
		David Zinman; <a href="http://www.focalink.com/dzinman/bio.html">http://www.focalink.com/dzinman/bio.html</a> ; SD005586	
		"Seeing A Gap..."; Ellis Booker; <a href="http://www.internetworld.com/print/1996/02/01/industry/ad-server.html">http://www.internetworld.com/print/1996/02/01/industry/ad-server.html</a> ; February, 1996; SD005587	
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		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
		"MEDIA DAILY SPECIAL:..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
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		"Working the Web;..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	

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		"Web ad-management software..."; John Evan Froom; InternetWeek; March 18, 1996; SD005605-SD005607	
		"Unraveling a tangled Web;..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610	
		"Web Site Links..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	
		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
		"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619	
		"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
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		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
		Web Personals Report; October 12, 1995; Z00001-Z00009 / SD027072-SD027080	
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		Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
		For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; http://link.w3.com; Z00014 / SD027085	
		Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
		Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
		Link Marketing; Z00022-Z00027 / SD027093-SD027098	
		LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	

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		LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
		LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	
		FocalLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
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		Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146	
		FocalLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148	
		Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150	
		Information Request; September 12, 1995; Z00080 / SD027151	
		Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154	
		FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
		Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157	
		RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
		RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
		RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161	
		Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
		Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	

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		Group Art Unit	3622
		Examiner Name	Champagne, Donald
Sheet 13 of 18	Attorney Docket Number	11032-3040	

		Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167	
		Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170	
		Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171	
		CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172	
		from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174	
		We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175	
		Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176	
		Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178	
		Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
		FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184	
		FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187	
		I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188	
		FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191	
		Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
		Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194	
		Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
		Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198	

Examiner Signature		Date Considered	
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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of

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### Complete if Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

		Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
		November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213	
		FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214	
		FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215	
		Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216	
		Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219	
		FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221	
		Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222	
		Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225	
		Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226	
		Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227	
		FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228	
		I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229	
		Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230	
		FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231	

Examiner  
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Date  
Considered

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Sheet 15 of 18

### Complete if Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
		Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	
		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
		Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD027248	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
		Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	

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Date  
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Sheet 16 of 18

### Complete if Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
		Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	
		Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
		Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
		Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
		ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
		URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
		HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
		Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
		Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
		Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
		Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
		Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
		Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
		Answer to your request; April 8, 1996; Z00223 / SD027288	
		Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	

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Date  
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Sheet

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of

18

### Complete if Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

		Oracle and Intel; April 12, 1996; Z00226 / SD027291	
		DoubleClick; April 16, 1996; Z00227 / SD027292	
		Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
		Fact check; May 12, 1996; Z00229 / SD027294	
		IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
		Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
		Fact check; May 20, 1996; Z00243 / SD027308	
		Cookie FAQ; May 21, 1996; Z00244 / SD027309	
		Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
		Network World Fusion; May 22, 1996; Z00247 / SD027312	
		Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
		Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
		DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
		Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
		SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
		Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	

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Substitute for form 1449A/PTO  <h2 style="text-align: center;">INFORMATION DISCLOSURE STATEMENT BY APPLICANT</h2> <p style="text-align: center;">(use as many sheets as necessary)</p>		<b>Complete if Known</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Application Number</td> <td>10/082,069</td> </tr> <tr> <td>Filing Date</td> <td>26 February 2002</td> </tr> <tr> <td>First Named Inventor</td> <td>MERRIMAN, Dwight A.</td> </tr> <tr> <td>Group Art Unit</td> <td>3622</td> </tr> <tr> <td>Examiner Name</td> <td>Champagne, Donald</td> </tr> <tr> <td>Attorney Docket Number</td> <td>11032-3040</td> </tr> </table>		Application Number	10/082,069	Filing Date	26 February 2002	First Named Inventor	MERRIMAN, Dwight A.	Group Art Unit	3622	Examiner Name	Champagne, Donald	Attorney Docket Number	11032-3040
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First Named Inventor	MERRIMAN, Dwight A.														
Group Art Unit	3622														
Examiner Name	Champagne, Donald														
Attorney Docket Number	11032-3040														
Sheet	18	of	18												

		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
		"FOCALINK"; DC004278A	
		"Focalink Services"; Focalink Media Services, Inc.; DC004278B-DC004278C	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
		"Link Marketing"; handwritten page; MA0001	
		"Link Marketing"; LinkMarket; MA0002-MA0007	
		"LinkMarket"; David Zinman et al.; MA0008-MA0027	
		"Link Marketing, LLP"; MA0028-MA0029	
		"Link Marketing LLP"; MA0030-MA0038	
		"Escapes"; Web page; MA0039-MA0040	
		"Industry Overview"; Focalink Media Services, Inc.; MA0041-MA0053	
		"Executive Summary"; Focalink Communications Confidential; printed 7/30/97; MA0054-MA0109	
		"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149	

Examiner Signature	/Donald Champagne/ (03/03/2008)	Date Considered	
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